

U.S. Department of Commerce Patent and Trademark Office			<i>Complete if Known</i>		
INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i>			Application Number: 10/823,508		
			Filing Date: April 12, 2004		
			First Named Inventor: Leslie YEH		
			Group Art Unit: 2169		
			Examiner Name: Greta Lee Robinson		
Sheet	1	of	3	Attorney Docket No.: Google-56CIP1 (GP-145-01-US)	

U.S. PATENT DOCUMENTS

Examiner Initials*	Cite No ¹	U.S. Patent Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines where relevant Passages or Figures appear
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Examiner Initials*	Cite No ¹	Foreign Patent Document Office ³ Number ⁴	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶
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	BG	JP 2003-108591	4-11-2003			

Examiner Signature	/Greta Robinson/	Date Considered	09/18/2009
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OTHER REFERENCES - NON-PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume, issue number(s), publisher, country, where published, source	T ²
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	BL	CLARK, Tim, "DoubleClick Localizes Web Ads," <u>CNET News.com</u> , pgs. 1-2 (July 14, 1998)	
	BM	NetGravity AdServer User Assistance Guide (1998)	
	BN	NetGravity AdServer 3.5 Announcement (1998)	
	BO	NetGravity AdServer AdMaster's Guide (1999)	
	BP	Chen et al., A Survey of Context-Aware Mobile Computing Research, Dartmouth Computer Science Technical Report TR2000-381.	
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	BT	BRUNER, Rick E., "Sites Help Marketers Think Global, Advertise Local. 'Geo-coding,' Other Tools Make Ads More Relevant," <u>Advertising Age</u> , pg. 30 (March 24, 2007)	
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	BV	First Examination Report for Indian Patent Application No. 1144/CHENP/2006, dated March 20, 2008 (5 pgs.)	
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	BY	Office Action to U.S. Patent Application No. 10/654,265, mailed May 9, 2006, Paper No. 20060503 (10 pgs.)			
	BZ	Office Action to U.S. Patent Application No. 10/654,265, mailed January 4, 2007, Paper No. 20061227 (11 pgs.)			
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	CB	Office Action to U.S. Patent Application No. 10/654,265, mailed May 12, 2008, Paper No. 20080430 (21 pgs.)			
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	CD	Notice of Preliminary Rejection for Korean Patent Application No. 10-2008-7024188, mailed November 27, 2008 (5 pgs.) with translation (6 pgs.)			
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